

CANADIAN MOVING PICTURE

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# Digest

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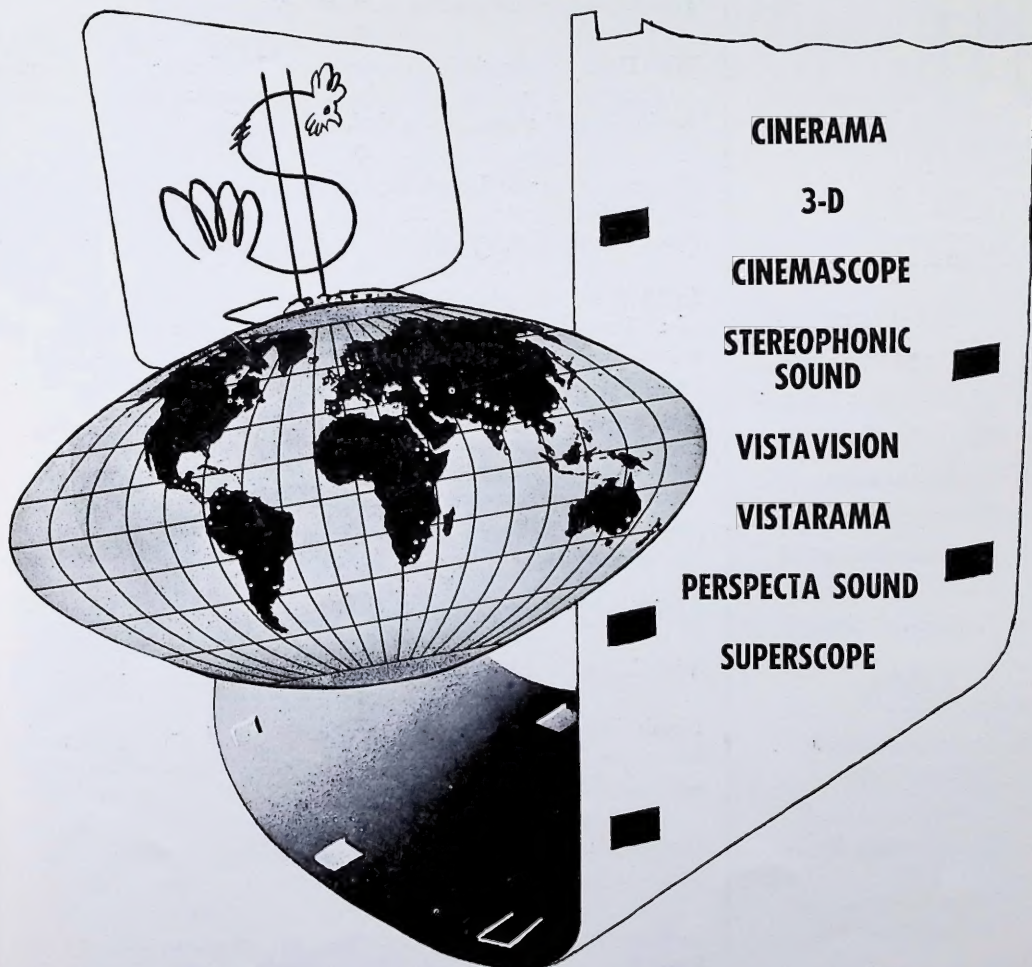
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TORONTO, ONTARIO, CANADA

APRIL 17, 1954

***They can't say I laid an Egg . . .  
All my chickens have come home to boost!***



**HAPPY EASTER AND PASSOVER TO YOU**



## COLUMBIA SETS CINEMASCOPE FILMS

Columbia Pictures has stepped well into the lead in CinemaScope production with four C-Scope projects filming this month and two others joining the list in April. Currently shooting are "The Long Gray Line," "Three for the Show," and "Joseph and His Brethren," the latter rolling overseas, while "The Bandits," with Glenn Ford, Barbara Stanwyck and four other stars to be added this week, tees off next week with Rudy Mate directing and Lewis J. Rachmil producing.

The two April starters now are being set by Harry Cohn and executive producer Jerry Wald.

# PERKINS

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## TRADE *headlines*



From Lyons, France, comes word, that August Lumiere, 92, died on April 10th. Lumiere is said to have been the inventor of the motion picture camera.

Paramount's, Knock On Wood, opened at the Capitol, New York, Wednesday. It start Danny Kaye and co-stars Mai Zetterling. A full-page advertisement appeared in the N.Y. Sunday Times. It was a 100 percent ticket-seller.

Walt Disney makes deal with American Broadcasting Company. A \$5,000,000 project, Disneyland, amusement park, and production of TV shows in the deal.

Congratulations to Joseph Breen, remembered by Academy of Motion Picture Arts and Sciences for a special Oscar. What about Martin Quigley, the creator of the Production Code?

In 1949, Lolobrigida's first important role was Nedda in Love of a Clown, produced by Itala Films. Lolobrigida was a discovery of Dr. Giacalonì. Today, she is probably Italy's top money-making star.

The Subway in Toronto, is changing the lives of thousands of people in this Queen City. Shoppers are shopping downtown, deserting their own neighborhood storekeepers, who, by-passed by th Underground, are in mourning. Too early yet to report the effect on theatres.

M.G.M.'s, Rose Marie, in its 4th week at Loew's downtown.

Walt Disney-RKO-Rob Roy held over at Imperial, Toronto.

North West, Malton Rd. Drive-In, North East, Lansing & Dawes Rd., Dufferin Twin Screen Drive-In, National Scarboro Drive-In (Toronto) all opened.

Congratulations to Compo for having accomplished a good tax job, which will affect 4,800 U.S. theatres to advantage.

20th-Fox to conduct sound tests to compare stereo with other process.

Howard Hughes writes personal check for \$23,489,478 and becomes the sole owner of RKO.



# Ray Presents



IN the Showmen's Trade Review, April 3rd issue, on the Show Business page, there were a few notes about Canadian film executives, which were so amusing, that it looks as if someone has been pulling someone's leg.

As an example, Peter Myers, who is Canadian Sales Manager of 20th Century-Fox, and was promoted to that important position, when Arthur Silverstone, took an executive position at the 20th Century-Fox's New York office, leaving Canada, more than two years ago, is reported in Showmen's Trade Review, "Canadian General Manager for 20th Century-Fox, was elected general manager of J. Arthur Rank Film Distributors (Canada) Ltd."

*To the best of my knowledge, Frank Fisher is General Manager of J. Arthur Rank Film Distributors (Canada) Ltd., and Peter Myers is doing a fine job as Canadian Sales Manager of 20th Century-Fox.*

*In the same column, it is reported, "Charles S. Chaplin is the new vice-president of the same company." Who is kidding who? Charles S. Chaplin is Canadian General Manager of United Artists, and has held that position for years.*

STILL another boner is, that Clare Appel, who is Executive-Secretary of the Canadian Motion Picture Distributors' Association, is reported as "executive director of the J. Arthur Rank Film Distributors (Canada) Ltd."

I know when I first published The Digest, the Film Trade in the U.S. did not know very much about Canada, neither did the people in general, of the United States, but that is a long time ago.

*Time and inclination have drawn us closer, and now we know as much about each other, as if we talked daily to each other, over a mutual back fence.*

*Perhaps, not wisely, but too well was the celebration which garnered these choice bits of Canadian news for the Showmen's Trade Review.*

*While we are in the mood for smiling, I must quote a few lines from a letter I received from my grandson, Ray Lewis Smith, who is in Phoenix, Arizona, and who recently, and for the first time, visited Hollywood. Ray is 16 years old.*

"WE had a four day week-end the other week," writes Ray, "and two other boys and I went over to California for the week-end, and we had a whale of a time. We went into Hollywood and Beverley Hills where all the movie stars live," (he's telling me) "and went around looking at their houses, and tried to get their autographs. They threw us out of most of the homes.

*"I mentioned your name and told them that I was your grandson, but it didn't seem to make any difference, because they still threw me out just as hard.*

*"We also took in a burlesque show and saw one of the best girl shows in the States, that Burlesque is really a beautiful art."*

THIS is an unabridged copy of that portion of my grandson's letter. I had the best laugh that I have had in a year, but as a reminder to Hollywood, please do not throw out my little 16 year old grandson, who is only five feet, eleven inches, and weighs about 165 pounds, all that he wanted was autographs, of movies stars, which he tried to get the hard way.

If he had written a letter to his grandmother, I would have reached into the Digest files and given him plenty of autographed photographs, but then I would have missed the real good laugh he gave me.

*The picture which I said, "people will love", The*

*Glenn Miller Story, starring James Stewart and June Allyson, is making Alf Perry, Empire-Universal, President, very, very happy, for it is now in its 7th week at Loew's Uptown, Toronto.*

*Alf called the turn on The Glenn Miller Story, before anyone had an opportunity to see it in Toronto. "Watch its run", he said.*

IT gives me particular satisfaction to see Hobson's Choice, I.F.D., such a success. It is now in its 6th week at the International Cinema. Charles Laughton is the hit of the picture, and he is the reason for the "particular satisfaction", because he is such a very fine artist, with an unlimited versatility, and it always has annoyed me, because of a few indifferent pictures, to hear him referred to, by some exhibitors, as "poison at the box-office".

*Certainly the thousands of people, who paid \$5.00 to see Charles Laughton in Don Juan in Hell, considered, that they received the worth of their money, and everyone is talking about Charles Laughton in Hobson's Choice.*

CURIOUSLY, a stage star may appear in several poor plays, but the public disassociates the star from the poor plays, and still talks about such a star as great, but when a screen-star appears in a few poor pictures, it leaves a different impression with the trade.

*I was thinking of this, and trying to find an answer to this difference, and I believe the difference can be found in the manner, in which a star is directed in a picture.*

*A screen star cannot win several Oscars for his, or her fine work in a picture, be singled out for other awards, and then give the world's worst performance in another picture.*

*Someone is to blame for the bad performance, and it is not the star alone, it is the manner in which the star has been directed.*

I SAW a well-known and brilliant star act all over the screen, in a picture, which the director should have never allowed her to do, she was terrible, but anyone who knows anything about the direction of a picture, knows that the director was to blame.

That picture was most revealing to me, for it showed me, that notwithstanding the ability of a star, the director makes or breaks a star's finished performance.

*As for the cameraman, he, also, is most important in presenting the star to the best advantage.*

*No matter how sorry you feel for the "tough break" your heroine is getting, in the story, you only feel like crying with her, if she cries without making an ugly face. Ugly expressions of emotion, particularly on a woman-star's face, are what a good cameraman helps the star to avoid.*

MY, oh my, why all the technical discourse? Do you not know, that this is the Age of Technological Research, the Scope-Age, Electronic-Age, the Age of Bigger and Worse Bombs?

Talking of Bombs, there was a report, that when the U.S. tested its second Hydrogen Bomb on March 26th, the master of a radioactive Japanese fishing-vessel, which was 2,200 miles away from Bikini, stated, that a Geiger-counter checked 200 times per minute, when it was placed near the head of one of the crewmen, after the vessel reached port April 9th. About 45 beats per minute is considered the safety limit.

*There is a fear in the hearts of the people, but those interested in making a stockpile of the Bombs, are sending out various stories, of the necessity to arm with Bombs.*

*Now, we are being told, that the front line will be*  
(Continued on Page 7)



## Toronto and District

By BILL PRESS

Government and opposition members in the Ontario Legislature gave approval to the recommendation of Harry D. Nixon of Brant County for an amendment to the new Theatres Act which provides for written approval of a municipal council for a new drive-in theatre site before a provincial license can be issued by the Theatres Inspection Branch.

Dr. S. F. Leavine, member for Waterloo North, endorsed the move by Chairman O. J. Silverthorne for tightened censorship control for moving picture advertising. Dr. Leavine asked for strict enforcement of the regulations.

*Perkins Electric Co. has installed an RCA Dynalite Screen in the independent Allenby Theatre on Danforth Avenue, Toronto.*

*At Brantford, the 15th anniversary of the College Theatre was featured by the introduction of the RCA Dynalite Screen, the program comprising "Blowing Wild" and "Marry Me Again."*

Jack Arthur has been on the traditional spot in connection with plans for the grandstand show at the 1954 Canadian National Exhibition because of the jurisdictional dispute between two unions, both affiliates of the International Federation of Labor.

Arthur gave an ultimatum to the Toronto Musicians Union and the American Guild of Variety Artists that they must resolve their differences before May 1 or he will have to produce a different type of show, perhaps a Canadian rodeo performance.

The Musicians have refused to play for AGVA artists.

*Warner Bros. has bought distribution rights for all countries except Canada of the Associated Screen News' short subject, "Circus On Ice," a color picture of the Toronto Skating Club ice revue. In Canada the Canadian Cameo releases are distributed by Empire-Universal Films.*

The Brantford Theatre Managers Association conducted its fourth annual benefit show in aid of Variety Village School on Sunday evening, April 4, at the Famous Players' Capitol Theatre where Bill Burke presides. All five theatres in Brantford cooperated with enthusiastic support for the project in which many artists contributed to the excellent program.

*Joseph Sardo, proprietor of the Westdale Theatre, Hamilton, and Mrs. Sardo have been blessed with the arrival of a baby daughter in the Mount Hamilton Hospital, their first child. The happy mother is the former June Cockrane.*

*Lovely Luise Rainer of screen renown was a visitor in Toronto to officiate as guest speaker at a gifts tea at the Park Plaza April 8 under the auspices of the Women's Division of the United Jewish Appeal.*

## Prairie News

BRUCE PEACOCK

A pioneer Edmonton theatre operator and resident of the city for 46 years, Alex Entwisle, 88, died March 28 after a short illness. He was born in England and came to Canada in 1905.

Mr. Entwisle was first employed in Edmonton in the projection room of the city's first theatre, the Bijou. In 1920, in partnership with his sons, Clarence and Arnold, he began the acquisition of several theatres, starting with the Dreamland, then the Princess later in the same year.

Following the purchase of the old Monarch theatre, the partnership joined with Famous Players Canadian Corporation in 1930 to buy the Empress, and the Strand in 1931. A fifth, the Garneau, was added in 1941.

Mr. Entwisle retired from active participation in the theatre business in 1946, leaving the operation to his son, Clarence. His other son, Arnold, died in 1952.

*Provincial Labor Minister C. C. Williams officiated at the opening of the new Lyric Theatre in Outlook, Sask., March 19. House is owned and operated by A. C. Barteluke. Theatre, 40 feet by 92 feet, is of frame construction with a wood-truss type roof. A crying room is featured.*

## Maritime News

HELEN CROWLEY

CinemaScope is being installed in the B & L Circuit at Madawaska, Maine — the Manager there is Mr. Clifford Bowes, formerly Booker with Columbia Films at Saint John, N.B. Another town to advertise the advent of Cinemascope is Florenceville, New Brunswick — the proprietors are the Green Brothers. This theatre is scheduled to open with Cinemascope during Easter week.

*All F. G. Spencer Company Ltd. theatres will be closed as usual on Good Friday.*

The weekly Bowling in which about forty members from the local Film Exchanges and Theatre staffs have been participating during the Winter months will come to a close next month. Instead of prizes, trophies have been donated. Sometime during June a moon-light sail up the Saint John river is being planned after which the party will assemble at the Yacht Club for a dance. This Bowl-

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HELEN CROWLEY..... Saint John, N.B.

ing League first instituted by the late Walter R. Golding, Manager of the 'Community' theatre at West St. John has proved very popular each year, and this get-together is looked forward to each week with enthusiasm.



A mammoth "Heidi" coloring contest for boys and girls, started last week, in the *Toronto Evening Telegram*, launching one of the biggest promotional campaigns ever undertaken in Toronto.

The contest, which will run for three weeks, is tied in with the release of *United Artists'* "Heidi" and "White Mane" at four Toronto theatres, the Odeon Fairlawn, Humber, Danforth and the Savoy.

The campaign for the two *United Artists* releases has been prepared by Wannie Tyers of Odeon, Al Perley of Biltmore Theatres and George Heiber, Toronto branch manager for *United Artists*.

The coloring contest prizes are, an air trip to Switzerland for 10 days, all expenses paid, for two persons. The trip to Switzerland is the Grand Prize at the end of the contest. In addition there are 39 daily prizes, making a total of 702 prizes to be given away during the three weeks, the contest will run in the *Telegram*. Amongst the daily prizes will be *Bulova* wrist watches, Swiss Chalet Music Boxes, "Heidi" coloring books, "Heidi" story books as well as guest tickets to the three Odeon theatres and the Savoy.

Three thousand poster cards, plugs on 6 radio stations, banners on 25 trucks, displays in over 600 magazine dealer outlets and 60 *Loblaws Supermarkets* will advertise the contest; and for the bang up of the campaign, the four theatres will insert (something which we believe has never been done before in Toronto) a full page ad on "Heidi" and "White Mane" in the *Toronto Evening Telegram*, the day before opening.





**VANCOUVER BRANCH:** Sophie Perlstrauss, steno.; Robert Billing, shipper; Harry Wolfe, Branch Mgr.; Norma Clark, cashier, and Jack Braverman, booker.



**MONTREAL BRANCH:** Seated: S. Kunitzky, Branch Mgr. Standing, left to right: M. Hamat, salesman; M. Ouellette, film inspectress; G. Liebling, booker; J. Osh, cashier; R. Sigouin, shipper; B. Jehn, steno and B. Light, steno.



**ST. JOHN BRANCH:** Left to right: W. F. Campbell, booker; Glenna Baker, cashier; I. J. Davis, Branch Mgr.; Lillian Hall, steno, and Victor McLean, shipper.

## CANADIAN UNITED ARTISTS STAFF BOOK A RECORD 1,200 FEATURES FOR 35th UNITED ARTISTS ANNI- VERSARY DRIVE.

**CHARLES S. CHAPLIN**, Canadian  
General Manager, United Artists.



**WINNIPEG BRANCH:** Morris Brown, booker; Abe Feinstein, Branch Mgr.; Mort Greenberg, salesman; Ron Brooker, shipper. Seated: Shirley Glover, steno; and Flo Scammell, cashier.



**TORONTO BRANCH:** BACK ROW (left to right): Gloria Wilder, Irving Siegel, Sydney Sniderman, Dick Knights.  
CENTRE ROW: Mr. H. Kohen, Grace Gilpin, Dot Bigley, Viola Creighton, Martin Lager, Bernard Burns, Bill Reddy.  
FRONT ROW: Catherine Anderson, Mr. George Helber, Branch Mgr., Gladys Rownsley, Ruth Stone, Marguerite Gaynor.

**CALGARY BRANCH:** Front Row, seated, left to right: Jean Knudtson, cashier; May Luzzi, cashier; Robert Radio, Branch Mgr.; Marlene Schenoff, steno. Back row: Bert Cooper, salesman-booker; Harvey Kornberg, salesman; Margaret Constable, revisor, and Eugene Price, shipper-revisor.





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"FROM HERE TO ETERNITY!"  
NEXT YEAR-  
"THE CAINE MUTINY"**



Tieing the all-time high  
set by "Gone with the Wind"



# Ray Presents

(Continued from Page 3)

*the best position for our Armed Forces, because the Enemy cannot bomb them without destroying their own men. But what of the women and children, and those who are at home, and not in the Front Lines?*

**W**E are, also, told that the Cobalt Bomb has saved more people than were killed by The Bomb.

All this kind of talk goes on, it went on as we approached Christmas, with the message of Peace On Earth, and as we approach Easter, with the message of The Resurrection, as we approach Pesach, the Passover, with its historical remembrance of how the Israelites were delivered out of Egyptian Bondage by The Will of God.

There is so much beauty and happiness in this world, if we could only learn to see, and enjoy the blessing of our gifts.

I never saw such beauty in a rose, as those which came from a friend of mine. Deep was the red, like wine of grapes, before your hand has plucked a cluster from the vine. The petals were shaped in strength, a rich red plush of an enduring texture.

*This kind of rose, is a new rose, named, Happiness. Beauty and virility combined for joy, in this our world, which spends billions of dollars, Time and the Brains of Physicists, Scientists to perfect The Bomb of our Destruction.*

**W**HEN that perfect perfection, of a hideous thing, shall come to pass, unlike the roses, which retain their form of beauty, as their petals drop, before the Icy Breath of Death, provoking thanks from us, to those Green Fingers which caressed them into birth, we, who will still live, when The Bomb descends to consume the life which exists, shall, unlike the rose, make our exit through gaseous smells, and an earth so wounded, it will not have sufficient strength to cover us.

*Many of these so-called wise men and women have scorned motion pictures as Escapist Anodyne.*

*What drug will they have to offer to stinking bodies, in a stinking world, which their brain-power-child, The Bomb has made "a thing of shreds and patches", shreds and patches of earth, shreds and patches of flesh!*

**I** WONDER, that all of our theatres are not filled, there is so much of a Hysteria of Fear in the Press, on the Radio, in our conversation.

You like to read your paper in the morning with your coffee. It is a wonder we start the day off as normal people, for the headlines either read, someone was killed by accident, robbed, murdered, or somewhere men are at War, and

if a Third World War comes, we must prepare our Bombs.

We are told all about the tests, and what the Bombs can do.

*I wonder, if The Day of the Great Killing comes, who will be left to celebrate a Victory! For whom shall toll the bells of peace, who will be there to greet the Easter Morn, to Praise The Lord and where shall we seek The Resurrection!*

*I would that we, who greet the Easter, could pass through Waves of Fear, leave our Enemy of Bondage submerged within itself, as we pass over to the Promised Land.*

**I** WOULD that we could roll away the Stone of Sepulchre from mind and heart, that men might be reborn from Greed and Prejudice, open up their grasping fingers, which forever seek to hold so much, and let the Seeds of Good-will blow throughout the world.

*Why cannot our Physicists, our Scientists fashion Bombs which can make people grow wise and kind? Bombs which provide food for Man, and for all things which live! Bombs to quench the Thirst of Life, to remove Fear, instil a Nectar of Content, give us the knowledge, that Time marks us all with so much time to live, in which we do our share, in building Cathedrals of World-Thought, vaulted like the sky, with Hanging Lights of Faith, through which we can divine the sense of Man's Divinity.*

**W**HAT shall we be, Angel or devil? Ask me not, why joined, within our mind, there is goodness and evil, which argue from morning until night, to rule the conduct of the man, or woman, who gives them room in which to live.

*When I saw M.G.M.'s, Mogambo, and saw a hippopotamus, I thought, who created such ugliness as a hippopotamus to breed?*

*Who knows, but that once upon a time, a Bomb which fell, unloosed the fury of its sting, after which Beauty was born awry, conceived with Death.*

*If we scorch, burn and maim Life, it will bring forth in its own image.*

**N**OW is the time to pause and heed the lessons in the lives of Saints, to hear again the voice of Godly men, and women, who gave their life that we might live.

How white is the Easter Lily, how graceful are the palms! What memories are awakened by unleavened bread, what Faith is demonstrated as the door is opened for the spirit of Elijah to enter, and drink the wine now blessed

in Sacrificial Cup, on the Passover table.

*What are the thoughts of men, whose Faith is in The Resurrection, for a Reborn Life, emerging from the Darkness of Despair to greet the Spring of Hope!*

**C**OURAGE Little Man, of such stuff are we made, that we can reach a stature, to whisper to the stars, and hear the Bells of Heaven, calling us to come to prayer. Therein is our salvation.

*As long as prayer can touch our lips, so long will Man live, for in prayer there are chemicals more powerful than Bomb, the latter which may kill life on our earth, but prayer can Move Heaven!*



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**FRED T. STINSON**

General Manager

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From the pages of **LIFE** magazine  
comes the shocking exposé

**RING RACKETEERS MUST GO  
BY N.Y.'S BOXING COMMISSIONER**

"... one that can be classed one of the better 'fight' pictures ... Considerable credit for its excellence is due to the fine performances ..."—SHOW-MEN'S TRADE REVIEW,

"... this drama of the prize ring, its habits and its crooked ramifications compares favorably with many more costly features—current and past."—BOXOFFICE,

*See...* **thugs framing innocent boxers!**

*See...* **underworld bosses running the fight game!**

*See...* **how fighters get 'punchy'!**

*all in*

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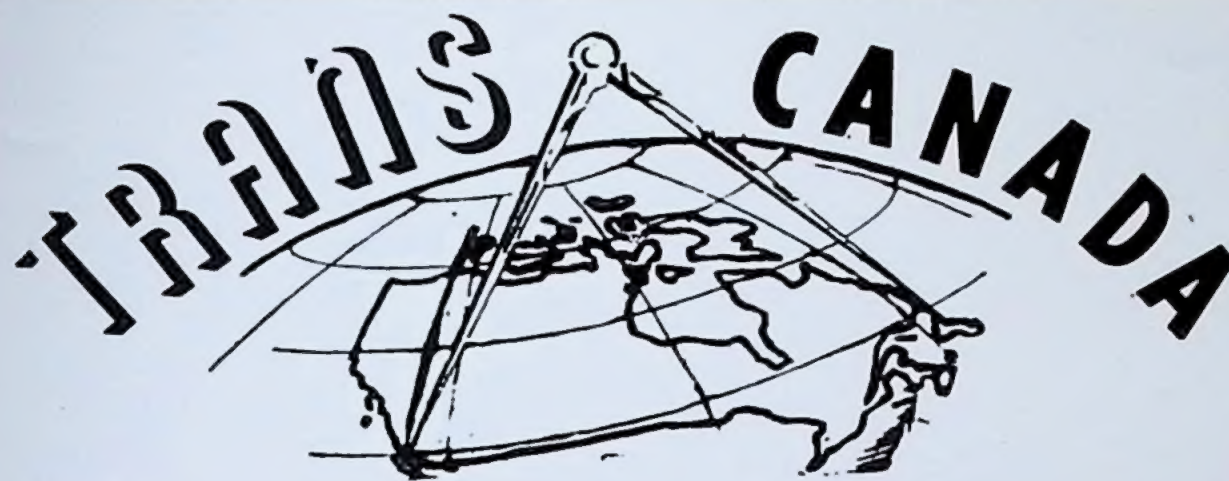


# CAPITAL STORY

by BILL McLAUGHLIN

The Glebe Cinema had its first hold-over program since going under new management and policy. Current bill of *The Conquest of Everest* and *Made In Heaven* has just concluded its first week and will go into a second stanza.

*Walter Wanger's Riot in Cell Block 11* is having its local premiere at two theatres simultaneously. It is showing for a full week at the *Rideau* and *Imperial*, both of the *Twentieth Century* chain.



Use This Information As Your Guide on Release Dates

## TORONTO

### IMPERIAL

Second week. *Rob Roy* (RKO) Technicolor with Richard Todd.

### SHEA'S

*Red Garters* (Para.) Technicolor with Rosemary Clooney.

### UNIVERSITY & EGLINTON

*The Boy From Oklahoma* (WB) Technicolor with Will Rogers, Jr.

### NORTOWN

*His Majesty O'Keefe* (WB) Technicolor with Burt Lancaster.

### ODEON-CARLTON

*King of the Khyber Rifles* (20th-Fox) CinemaScope and Technicolor with Tyrone Power.

### UPTOWN

Seventh week. *The Glenn Miller Story* (E-U) Technicolor with James Stewart.

### LOEW'S

Fourth week. *Rose Marie* (MGM) CinemaScope and Color with Ann Blyth.

### TOWNE CINEMA

Third week. *The Living Desert* (RKO) Technicolor.

### HYLAND & CHRISTIE

*The Kidnappers* (JARO) with Vincent Winter.

### DANFORTH-FAIRLAWN-HUMBER-SAVOY

*Heldi* (UA) and *White Mane* (UA).

## MONTREAL

### PALACE

*Forever Female* (Para.) with William Holden.

### LOEW'S

Third week. *The Glenn Miller Story* (E-U) Technicolor with James Stewart.

### PRINCESS

*She Couldn't Say No* (RKO) with Robert Mitchum.

### CAPITOL

Second week. *Paratroopers* (Col.) Technicolor with Alan Ladd.

### KENT

*The Kidnappers* (JARO) with Vincent Winter.

### STRAND-SNOWDON-OUTREMONT

*Yankee Pasha* (E-U) Technicolor with Jeff Chandler.

### ALOUETTE

*Le Retour de Don Camillo*

## WINNIPEG

### CAPITOL

*Forever Female* (Para.) with William Holden.

### MET

*3 Sailors and a Girl* (WB) Technicolor with Jane Powell.

### LYCEUM

*Prisoners of the Cashbah* (Col.) Technicolor with Gloria Grahame.

### VALOUR

*The Cruel Sea* (JARO) with Jack Hawkins

### ODEON

Seventh week. *The Glenn Miller Story* (E-U) Technicolor with James Stewart.

### GARRICK

*The Sinner* (Astral) with Hildegard Neff.

## CALGARY

### CAPITOL

*The Captain's Paradise* (IFD) with Alec Guinness.

### PALACE

*3 Sailors and a Girl* (WB) Technicolor with Jane Powell.

### GRAND

Second week. *King of the Khyber Rifles* (20th-Fox) CinemaScope and Technicolor with Tyrone Power.

### UPTOWN

*It Should Happen To You* (Col.) with Judy Holliday.

### PLAZA

*Moulin Rouge* (UA) Technicolor with Jose Ferrer.

### STRAND

*Jubilee Trail* (E-U) Trucolor and *Hell's Half Acre* (E-U).

## VANCOUVER

### CAPITOL

*Quo Vadis* (MGM) Technicolor with Robert Taylor.

### ORPHEUM

*The Naked Jungle* (Para.) with Charlton Heston.

### STRAND

*Public Enemy* (WB) and *Little Caesar* (WB).

### VOGUE

Second week. *Saskatchewan* (E-U) Technicolor with Alan Ladd.

### PLAZA

*Personal Affair* (JARO) with Gene Tierney.

### STUDIO

Fifth week. *Julius Caesar* (MGM) with an all-star cast.

## ST. JOHN

### PARAMOUNT

*Hell and High Water* (20th-Fox) CinemaScope and Technicolor with Richard Widmark.

### CAPITOL

*To The Shores of Tripoli* (20th-Fox) Technicolor with John Payne.

### STRAND

*Ride Clear of Diablo* (E-U) Technicolor with Audie Murphy.

### KENT

*Creature From The Black Lagoon* (E-U) 3-D with Richard Carlson.

## BATTLE CRY

Carton Young has been signed for the featured role of Major Wellman, the soft-spoken Marine executive officer, in *Warner Bros.' CinemaScope* production *Battle Cry*, starring *Van Heflin*, *Aldo Ray*, *James Whitmore* and *Tab Hunter*.

Young is a real-life lieutenant colonel in the U.S. Army Reserve and is currently a reserve instructor at Fort MacArthur.

The first robin has yet to be tagged but there are many other indications that Spring is here and Summer is not far away. Today the sun shines brightly, temperatures are up in the middle forties, and the Auto-Sky drive-in management is advertising an early opening. Located in the West end on the Baseline Road, the Auto-Sky will likely be in operation over the week-end. The district's three other open-air plants are undergoing renovations, and all will be in full swing for the Easter holidays.

## MGM EXPLOITATION MEET IN N.Y.

Emery Austin, MGM exploitation manager, will hold a series of six meetings, one in each of the company's divisions, the sessions to be attended by divisional and field press representatives. A total of 39 men will attend the various sessions which will pivot about promotion plans for the re-releasing of *"Gone With the Wind,"* starting May 20 and 21, when four test engagements will be held in as many Loew towns. The premiere for the fifth time around of *"Gone With the Wind"* will be held at the *Loew's Grand* in Atlanta on May 20 with the other openings slated for the following day. Additionally, Austin will discuss with his men plans for *"Student Prince,"* which is scheduled to be released June 25, and *"Brigadoon,"* not yet definitely scheduled but which probably will be in the fall.

The eastern division gathered at the Astor Hotel in New York, April 12, with the following: *Arthur Canton*, eastern division head, *Chester Friedman*, Toronto; *Charles Felleman*, New York; *Floyd Fitzsimmons*, Boston; *Ed Gallner*, Philadelphia; and *Steve Pirozzi*, Buffalo.

## Digest of Trade Press Reviews



## WICKED WOMAN UNITED ARTISTS

An Edward Small Presentation

Stars: Beverly Michaels, Richard Egan.

Directed by Russell Rouse — A Greene-Rouse Production.

*Film Daily*: "... Lusty hunk of pulse stirring drama garnished with sex ... will attract plenty bucks ..."

*Harrison's Reports*: "... sex ... dish-ed out with a vengeance ... a top box-office grosser ..."

*Hollywood Reporter*: "... should roll up strong grosses ..."

*Motion Picture Herald*: "... Generates as much sex appeal as the screen will allow ..."

*Variety*: "... a full quota of suspense ..."



SEA... DISHED...  
WITH A VENGEANCE!

A top box-office grosser, not only because it lends itself to sensational exploitation, but also because it is the type of picture one will talk about!" —Harrison's Reports

"GENERATES AS MUCH SEX APPEAL AS THE SCREEN WILL ALLOW!"

—Motion Picture Herald

'HARD-HITTING, REALISTIC MELO-DRAMA! It should roll

up strong grosses, aided by word-of-mouth praise that is bound to follow. Miss Michaels...a sultry look-gorgeous hunk of sexy femininity...lends sparkle and vitality to a fine Greene-Rouse screenplay!"

—Hollywood Reporter

'A FULL QUOTA OF SUSPENSE!' —Variety

"LUSTY HUNK OF PULSE STIRRING DRAMA GARNISHED WITH SEX."

Generates plenty of heat. Will attract plenty bucks!" —Film Daily



# "SEXPLOITATION FILM FARE!" —DAILY VARIETY

## WICKED WOMAN

a great producing team . . .

a sensational new star . . .

a daring campaign . . .

• Clarence Greene and Russell Rouse are the brilliant young co-producers of "The Well" and "The Thief" who have consistently brought you off-beat entertainment of striking box-office power. "Wicked Woman," you can be sure, will create more excitement and boxoffice interest than anything you've seen in years!

• Beverly Michaels is the "Pickup" girl, sultry, seductive and "oozing sex with her every movement," according to Pete Harrison. "Pickup" and now "Wicked Woman" have established her as a star of the first rank. Watch her wow your fans with a performance that is sheer fireworks!

• Never underestimate the power of a "wicked woman"! Give this one your biggest, best and boldest selling effort . . . taking maximum advantage of the sensational ad campaign and solid "sexploitation" represented on this page!



SHOCKING!  
'WICKED WOMAN'  
She Was Born For Trouble!



DARING!  
She Lives Up To Every Scarlet Letter Of Her Name!

Starring Beverly Michaels • Richard Egan

Produced by CLARENCE GREENE • Directed by RUSSELL ROUSE • Written for the screen by CLARENCE GREENE and RUSSELL ROUSE • A Greene-Rouse Production An Edward Small Presentation • Released thru United Artists

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